



Date: February 18, 1992

Promotion Description: FREE T-SHIRT WITH 3-PACK

Field Dates: Period 6, 8/17-10/2/92

## ALLOCATION BY GEOGRAPHY

### ALPINE 3-PACK TEE SHIRT PROMOTION - ALLOCATION

	<u>20-DEAL DISPLAYS</u> <u>PF = 20</u>	<u>TEE SHIRT DEALS</u> <u>PF = 20</u>	<u>MILITARY</u>
Region 1:	5,140	102,800	120 2,400
Region 2:	10,440	208,800	120 2,400
Region 3:	3,320	66,400	120 2,400
Region 4:	10,320	206,400	120 2,400
Combined			
Totals:	29,700	594,000	

### ALPINE KEY OFFENSIVE MARKETS

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<u>Region 1</u>	<u>Region 2</u>	<u>Region 3</u>	<u>Region 4</u>
1AO BANGOR	2AO BALTIMORE	3AO ST.LOUIS	4AO PITTSBURGH
1BO BOSTON	2BO WASHINGTON	3BO SPRINGFIELD	4BO CLEVELAND
1FO SYRACUSE	2CO RICHMOND	3CO PADUCAH	4CO COLUMBUS
1GO BUFFALO	2DO RALPH/DRHM	3DO MEMPHIS	4DO CINCINNATI
1IO PHILADEL	2EO CHARLOTTE	3EO JACKSON	4EO SAGINAW
1JO HARRISBURG	2FO COLUMBIA	3FO LITTLE ROCK	4FO DETROIT
	2GO GREENVILLE	3GO NEW ORLEANS	4GO GRAND RAPDS
	2HO KNOXVILLE		4HO TOLEDO
	2IO NASHVILLE		4IO INDIANAPLS
	2JO ATLANTA		4LO CHICAGO
	2KO BIRMINGHAM		4MO PEORIA
	2LO SAVANNAH		4NO GREEN BAY
	2MO JACKSONVIL		4OO MINNEAPOLIS
	2NO PENSACOLA		4QO MILWAUKEE